31

Abdul Haq Yasir Qazi

Flat No. **102**, **1st** Floor
Amin Center, **802-C**, PECHS Block **2**,
Off: Tariq Road, Karachi, Sindh, Pakistan
+92 331 3551536
djyasirqazi@yahoo.com
/rjyasirqazi
@rjyasirqazi

Friday, February 14, 2020

The Managing Director
Sindh Mass Transit Authority (SMTA),
Karachi.

APPLYING FOR THE POST OF "COMMUNICATION SPECIALIST"

Dear Sir,

With reference to your advertisement, published in Daily "DAWN" (Wednesday, January 29, 2020), as a senior writer, researcher, columnist, translator, cultural activist and senior executive with a commendable experience in local media industry of Pakistan, and a proven ability to lead a team of more than 100 creative workers, working in the various parts of the country, it is with great enthusiasm and confidence that, I apply for the role of **"Communication Specialist"** in the Sindh Mass Transit Authority (SMTA).

In my most recent role as **National Program Manager** at Hot FM 105 Radio Network & Voice of youth FM Radio Network Pakistan, I led a huge team of unique and innovative audio production and programming. Key successes include, script writing, recording, editing, production and airing of 16 news bulletins a day, numerous programs for 22 radio stations of the network, and their pre-airing preparation, propagation/dissemination and post-airing reporting within organization (for the management and record) and out of organization for public diffusion.

This experience has enriched me with leading and emerging widespread communications strategies, managing inventive content for marketing tools and digital networks, along with recognizing, developing and generating ingenious and convincing stories and material for in-house and peripheral consumption and elevation, mounting and working on websites and social-media to provision.

Along with this creative-productive role in my previous organization, it was also a part

14/02

of my JD to look after all the administrative, financial and logistic matters, related to the programming and production department throughout the country (across the network), including compilation of monthly pay-roll and remuneration all the radio jockeys, production staff and other performers, compilation of budget forecast and other logistic arrangements. It also be in a liaison with HR department, for my recommendations regarding the hiring and firing of the staff and the talent, working under me, engaged for the compilation of various radio shows on multiple occasions, assemblage of comprehensive reports of different special transmissions, aired on special occurrences and presenting it before the management was also one of the major responsibilities of the undersigned on regular basis. These presentations included (a) fortnightly and monthly performance reports being presented and submitted to CEO (b) quarterly reports of my departments, being submitted to the EC (Executive committee) and the program committee and (c) annual presentations, being presented to a group of investors, from all over the world.

My JD also included compilation of survey reports regarding the radio listening trends, to gauge the standing of our radio against our competitors. It also included continuous travels to those 22 cities, where our stations operate, for various checks and balances. I was also editor of the monthly news bulletin of my radio, which showcased our ON AIR and Off-the-air performance, on regular basis.

Having this extensive management experience and variety of skills, I do hereby express my interest in working with Sindh Mass Transit Authority, and look forward to helping your organization, impact more lives and create greater profits. I thank you for your consideration and am available to discuss the role further at a time convenient for you.

Hoping a productive engagement with Department of SMTA, ahead.

Thanks

Best regards,

February 14, 2020

Abdul Haq Yasir Qazi
Writer, researcher, poet, columnist, translator, journalist and cultural activist

djyasirqazi@ yahoo.com | fmwyq946@gmail.com

Abdul Haq Yasir Qazi

Radio & TV Broadcast journalist | Print journalist | Writer | Blogger | Author | Columnist | Researcher | Translator | Illustrator | Speaker | Compere

Flat No. 102, 1st floor, Amin Center, Plot No. 802-C,
Maqsood Gul Street, Block 2, PECHS,
Karachi - 75440, Sindh, Pakistan

+92 21 34525515

+92 331 3551536

djyasirqazi@yahoo.com

fmwyq946@gmail.com

facebook.com/RjYasirQazi

twitter.com/rjyasirqazi

Urdu: humsub.com.pk/author/yasir-qazi/

Professional Summary:

Highly-professional and talented TV and radio broadcast and print journalist with more than 17 years of experience in researching, investigating, writing, editing, and presenting news items, bulletins, stories or documentaries for different broadcasts on television, radio, print and the Internet. Possess excellent communication, presentation, organizational, administrative, and writing skills, along with the ability to think creatively as well as work efficiently to meet crucial deadlines, on a supervisory/ Executive level with leadership skills and experience.

Skills:

- Effective communication & presentation skills to communicate complex information & ideas to the audiences.
- Effective researching or investigating skills along with the ability to write news stories clearly and concisely.
- Excellent interpersonal and networking skills as well as the ability to find out accurate information easily, even during the moments of crisis or tragedy.
- Good experience of covering variety of stories, live reporting, interviewing and anchoring news bulletins and news shows.
- Strong organizational skills along with the ability to accomplish multiple tasks within strict deadlines, and produce high quality results under stressful conditions.
- Ability to work flexible hours, including nights and weekends as well as ability to travel.

- Excellent time management skills as well as the ability to efficiently manage competing priorities.
- Ability to coordinate with the reporting and technical team members as well as develop, and maintain strong working relationships with them.
- Strong copy-writing and translation skills.
- Strong computer skills along with the working knowledge of database systems.
- Ability to stay up-to-date with current affairs or latest news topics as well as possess a good understanding of media laws and regulations.

Experience (Employment):

Freelance Radio, TV Broadcast and print journalist
Karachi, Sindh, Pakistan
December 1, 2018 – till the date

National Program Manager
Hot FM 105 Radio Network Pakistan
Karachi, Sindh, Pakistan
http://hotfm.com.pk
March 1, 2013 – November 30, 2018

- Led a huge team of unique and innovative audio production and programming. Key successes included, scriptwriting, recording, editing, production and airing of 16 news bulletins a day, numerous programs for 22 radio stations of the network, and their pre-airing preparation, propagation/dissemination and post-airing reporting within the organization (for the management and record) and out of organization for public diffusion.
- Produced news and current affairs show in Urdu, titled "Press Club" (Duration: 55 minutes daily) being aired 5 times a week (Monday to Friday)
- Hosted 3 shows a week (7 hours/week) as host also.
- Produced live marathon transmissions on special days, like general elections in the country, and emergencies, like: floods, rain emergencies and earthquakes etc. up to 48 hour non-stop transmissions (maximum), carried out by a huge team of hosts, commentators, analysts and technical staff.

Research Associate & Faculty
Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST) - Karachi Campus
Karachi, Sindh, Pakistan
http://khi.szabist.edu.pk
May 2, 2012 – February 28, 2013

- Taught 'Broadcasting' and 'Ethnomusicology of *Sindh*' to the students of Media Science and social science department.
- Conducted research on the literature and linguistics of *Sindh* province of Pakistan.

◙ Producer and Presenter
Shalimar FM 94.6 Radio Network, Shalimar Recording & Broadcasting Company Ltd.
Karachi, Sindh, Pakistan
http://srbc.com.pk
September 1, 2010 – May 1, 2012

- Produced and presented daily basis content (5 hours daily) for Karachi station.
- Hosted 3-hour morning live show on daily basis, with the content of socio-political infotainment.
- Carried out special day assignments, in shape of special shows, roadshows, outdoor broadcasts, documentaries and marathon transmissions, along with their scriptwriting, line-up, recording, production and postproduction etc.

◙ Program Executive/ Incharge, Regional Office for Sindh
Pakistan National Council of the Arts, Regional Office for Sindh
Karachi, Sindh, Pakistan
https://pnca.org.pk/national-performing-art--npag--karachi
May 4, 2007 – August 31, 2010

- Conducted musical shows, art exhibitions, music, dance, theatre and visual art classes for the promotion of arts.
- Managed cultural troupes from *Sindh* province to the various parts of *Sindh* and the world, for cultural performances.
- Managed a staff of 35 administratively, including their daily basis affairs, and reporting the head office at Islamabad, the federal capital of Pakistan.

◙ Creative Director
Kawish Television Network (KTN) Pvt. Ltd. (KTN)
Karachi, Sindh, Pakistan
https://ktntv.tv
August 31, 2004 – May 3, 2007

- Lined-up, planned, produced and directed various regular weekly TV programs (indoor and outdoor) and special day assignments.
- Produced live shows, roadshows and supervised many outdoor broadcasts through DSNG.

◙ **Research Officer**
Shah Abdul Latif Bhitai Chair, University of Karachi
Karachi, Sindh, Pakistan
http:// uok.edu.pk/faculties/shahlatifchair/index.php
November 4, 2002 – August 30, 2004

- Conducted research on the poetry and message of *Shah Abdul Latif Bhitai* (Eminent classical poet of *Sindhi* language of Pakistan)
- Worked as 'Sub-Editor' and 'Illustrator' for '*Kalachi*' - the Sindhi Quarterly research Journal of Shah Abdul Latif Bhitai Chair, University of Karachi.
- Compiled 'Dictionary of 10 classical poets of Sindhi language' as 'Sub-Editor' and researcher. (published in: 2006)

Experience (freelance):

- **Compere and Announcer** (*Urdu* & *Sindhi* languages)
  Pakistan Broadcasting Corporation (Radio Pakistan)
  Larkana, Khairpur, Hyderabad and Karachi, Sindh, Pakistan
  http://radio.gov.pk/
  October 1995 to March 2013

- **Anchor/ Compere**
  Pakistan Television, Karachi Center
  Karachi, Sindh, Pakistan
  https://ptv.com.pk
  March 2004 till the date
  *(Bestowed with "**Ptv Award-2006**" as the 'BEST REGIONAL COMPERE of Pakistan Television, Karachi Center'.)*

- **Host/ Anchor**
  Kawish Television Network – KTN – Sindhi infotainment television
  Karachi, Sindh, Pakistan
  https://ktntv.tv
  October 1, 2002 till the date

- **Host/ Anchor**
  Kashish Television Network – Sindhi music television
  Karachi, Sindh, Pakistan
  December 1, 2005 till the date

- **Host/ Anchor**
  KTN News – Sindhi news television
  Karachi, Sindh, Pakistan
  http://ktnnews.tv/
  October 1, 2007 till the date

- **Radio Jockey/ Presenter**
  FM-101 (Radio) | a unit of Pakistan Broadcasting Corporation (Radio Pakistan)
  Karachi, Sindh, Pakistan
  http://radio.gov.pk/fm-101
  October 2003 – December 31, 2009

- **Resident Editor (Honorary)**
  Monthly "Sindh Review" Magazine
  Karachi, Sindh, Pakistan
  November 2003 - July 2009

- **Sub-Editor-cum-Incharge, Editorial page**
  Sindhi daily "*Sindh Sujag*"
  Karachi, Sindh, Pakistan
  July 2002 - November 2002

- **Special Reporter and Contributor**
  Monthly "Indus" (English Magazine)
  Karachi, Sindh, Pakistan
  May 2001 - June 2002

Education:

◙ East-West Center, Honolulu, Hawai'i, USA
https://eastwestcenter.org/
Short-term Exchange Scholar (Journalism)
March 2014 – April 2014

Participated successfully in "Pakistan - United States Journalist Exchange - 2014" and travelled from Honolulu, HI to Washington DC, New York and Columbia Missouri and learnt "the basics of Broadcast Journalism" at University of Hawai'i Honolulu HI, Peu Research Institute Washington DC, Cunny School of Journalism New York, and School of Journalism, University of Missouri, Columbia USA.

◙ Shah Abdul Latif University Khairpur Mirs, Sindh, Pakistan
http://salu.edu.pk/
Master of Art (M.A)
First Division | 72.4%
Majors: Sindhi Literature
November 1999 - November 2001

Acquired the degree with flying colours by securing *'First class - First position'* and being furnished with "Vice Chancellor's Gold Medal" in the graduation ceremony.

Shah Abdul Latif University Khairpur Mirs, Sindh, Pakistan
http://salu.edu.pk/
Bachelor of Art (B.A)
First Division | 63.3%
Majors: Political Science, Muslim History, Islamic Culture
November 1996 - November 1998

Public School Mirpurkhas, Sindh, Pakistan
http://publicschoolmps.com
Higher Secondary Certificate (HSC)/ FSc.
Group: Science
First Division | 76.2%
Majors: Mathematics, Physics, Chemistry
August 1993 - May 1995

Distinction: Topped in my institute and was furnished wit 'Role of Honour' gold medal

Public School Mirpurkhas, Sindh, Pakistan
http://publicschoolmps.com
Secondary School Certificate (SSc)/ Matriculation
Group: Science
First Division | 79.8%
Majors: Mathematics, Physics, Chemistry, Biology
August 1991 - May 1993

Accomplishments:

- Have produced more than 1000 and hosted more than 10K radio shows of news, current affairs and entertainment.
- Have produced more than 100 and hosted more than 2K television shows of news, current affairs and entertainment.
- Have hosted more than 10K stage shows of various natures, as the master of the ceremony (MOC), inside and outside the country.
- Have attended more than 10 international and national conferences on media, culture and literature, as a speaker, moderator and/or the chair.
- Established "Radio Sindhology" (https://web.facebook.com/Institute-of-Sindhology-University-Of-Sindh-Jamshoro-326435704195706/app/190322544333196/) – a 24/7 web radio of Institute of Sindhology, University of Sindh, Jamshoro, Sindh, Pakistan (http://usindh.edu.pk/academics/institute-of-sindhology/) on October 15, 2018.

- Have authored 7 individual books in total. 3 of which are of poems for children in Sindhi language (published in 2012, 2014 and 2017 respectively, one of which is published thrice); all of which were awarded `Best Children's Book of the Year Award' by Sindhi Language Authority, Government of Sindh and Institute of Sindhology. The 4th book is a compilation of essays, write-ups and columns in Sindhi. 5th book is a poetic biography of Hazrat Lal Shahbaz Qalander, eminent mystic saint and Persian poet, published in May 2018, by the Department of Culture, Government of Sindh, which is recently awardeded as `Best biography Book of the Year' by Progressive writers association, Sindh.

Interests:

- Writing prose and poetry since my childhood, carrying the legacy of my father - celebrated *Sindhi* Poet & Scholar, Maqood Gul. I've been writing as a freelance columnist of several English, Urdu and Sindhi newspapers and periodicals since 1990.

- Wrote a regular weekly column on multiple literary, cultural and socio-political issues, in Urdu language, titled: *"Agar, Magar, Mubaada"*, in a renowned Urdu daily *"Nawaa'ey Waqt"* (2014 - 2018). I am currently contributing for *"HUM SUB"* (the Urdu web-blog) and the editorial page of the largest circulated Sindhi daily *"Kawish"* on various topics of current affairs, culture, history, anthropology and archaeology, on regular basis.

Languages:

- **English** ●●●●○ *Advanced*
- **Urdu** ●●●●● *Expert*
- **Sindhi** ●●●●● *Expert/Mother tongue*

Personal:

- Pen Name : Yasir Qazi
- Date of Birth : March 30, 1978
- Sex : Male
- Country of Nationality : Pakistan
- Current country of residence : Pakistan
- Religion : Islam
- Marital Status : Married

References:

May be furnished on demand.

■